

Message Text

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DRAFTED BY COMM/NOAA/NMFS/WSCHIEBEL:BBG

APPROVED BY OES/OFA:LMNAKATSU

COMM/NOAA/NMFS:MKRAVANJA

COMM/NOAA/NMFS:HRBEASLEY

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FM SECSTATE WASHDC

TO AMCONSUL CASABLANCA

INFO AMEMBASSY COPENHAGEN

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E.O. 11652: N/A

TAGS : EFIS, BEXP, MO

SUBJECT : CASABLANCA TRADE FAIR, APRIL 24-MAY 11

REF: CASABLANCA 172

1. AFTER CONTACTING ROBERT VIGNEAULT, OIM/BIC IN COMMERCE DEPARTMENT, TO OBTAIN ADDITIONAL DETAILS, THE FOLLOWING ACTION WAS TAKEN:

AN INDUSTRY RELEASE WAS PREPARED AND WIRED TO ALL NMFS REGIONAL MARKET NEWS OFFICES ON MARCH 14, THE DAY T-172 WAS SENT TO NMFS. COPIES FOR RFA AFRICA (AND RFA EUROPE) POUCHED. THE SAME INFORMATION WAS PASSED ON TO THE FOOD PROCESSING MACHINERY AND SUPPLIES ASSOCIATION, WASHINGTON, D.C. FOR INCLUSION IN THEIR MONTHLY BULLETIN WHICH WENT TO THE PRINTERS ON MARCH 14.

2. POTENTIALLY INTERESTED FIRMS WERE ADVISED THAT EQUIPMENT DISPLAYS MUST BE SHIPPED BY AIR, BUT THAT GRAPHICS COULD BE DISPLAYED. VIGNEAULT SUGGESTED A CUT OFF DATE OF MARCH 31, WHICH NMFS ADOPTED. HE ALSO ADVISED THAT COST OF BOOTH WAS US\$1200, NOT US\$1000. LACK OF LEAD TIME IN PREPARING FOR FAIR MAY PREVENT MANY INTERESTED FIRMS FROM PARTICIPATING. IMMEDIATE OR PRIORITY PRECEDENCE ON THE TELEGRAM WOULD HAVE CAUSED COMMERCE COMMUNICATIONS TO ALERT F41 TO THIS ACTION

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BY PHONE.

3. NMFS OFFICIALS IN GLOUCESTER, MASS. ADVISED THAT THE TWO MAJOR MANUFACTURERS OF SARDINE PROCESSING EQUIPMENT IN THE US ARE THE AMERICAN CAN CO., 1660 L ST., N.W., WASHINGTON, D.C. AND THE CONTINENTAL CAN CO., INC., 1425 K ST., N.W., WASHINGTON, D.C. OFFICIALS OF BOTH FIRMS (MR. KRATOVIL AND MR. MARKOWITZ RESPECTIVELY), WERE NOTIFIED OF THE AVAILABLE EXHIBIT SPACE, BUT THEY HAVE NOT SHOWN ANY INTEREST SO FAR. KISSINGER

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